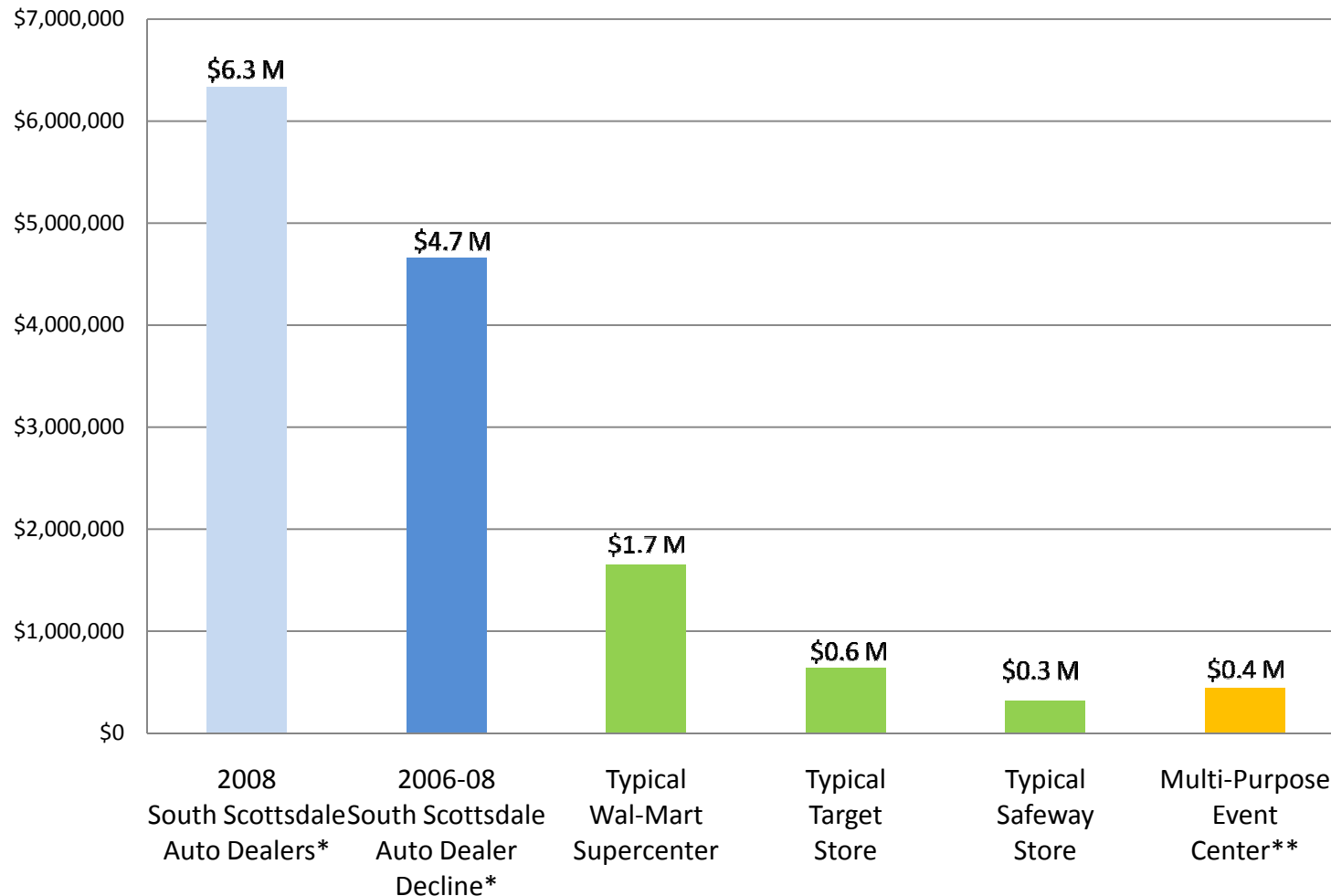


## Estimated Annual Direct City Sales Tax Revenues from Representative Retail Operations



Source: GG+A 2007 S. Scottsdale Market Study; CoS Tax Audit and Economic Vitality Departments

\*Actual sales tax revenue from all auto dealers in Scottsdale south of Osborn Road

"Typical" tax revenues based on representative data from 2007 GG+A report, not from existing local stores

\*\*Estimate based on 445,000 paid entries at \$20/ticket + 445,000 non-ticketed; +\$10/entry in-arena spending, +\$10 out-of-arena spending

City of Scottsdale sales tax rate = 1.65%



Economic Vitality Dept.

